

ORDER

**Wichita KS KSNW**

Orders

Order / Rev: A2683949

Alt Order #: 27102650

Product Desc: ISSUE

Estimate: 2463

Flight Dates: 09/28/20 - 10/18/20

Original Date / Rev: 10/08/20 / 10/09/20

Order Type: REG

Primary AE: Katz Washington

Sales Office: K-WAS

Sales Region: Nat

Agency

Name: Hulslen Media Services

Buying Contact:

Billing Contact:

2400 Laramie Trail

Austin, TX 78745

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM

Agency Commission: 15%

Advertiser

Name: POL/Kansas Values Institute PAC

Demographic: A35+

Product Codes: PL2

Revenue Code 1: AGY

Revenue Code 2: POL

Revenue Code 3: POL-ISS

Priority: P5

Order Brand:

New Business Thru:

Advertiser External ID:

Agency External ID:

Unit Code: General

Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	15	\$18,000.00	\$15,300.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	15	\$18,000.00	\$15,300.00	58.50
Totals	15	\$18,000.00	\$15,300.00	58.50

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	Multi	09/29/20	09/29/20	KSN Today 2	CM	6-7am	-T-----	:30	1	\$400.00	P3	1.50	NM	1	\$400.00
Channels : KSNC,KSNG,KSNN,KSNNW															
KSN Today 2															
Kansas Today 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/28/20	10/04/20	-T-----			1			\$400.00		1.50			
2	Multi	09/30/20	09/30/20	KSN Today 2	CM	6-7am	--W----	:30	1	\$400.00	P3	1.50	NM	1	\$400.00
Channels : KSNC,KSNG,KSNN,KSNNW															
KSN Today 2															
Kansas Today 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/28/20	10/04/20	--W----			1			\$400.00		1.50			
3	Multi	10/07/20	10/07/20	KSN Today 2	CM	6-7am	--W----	:30	1	\$400.00	P3	1.50	NM	1	\$400.00
Channels : KSNC,KSNG,KSNN,KSNNW															
KSN Today 2															
Kansas Today 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	--W----			1			\$400.00		1.50			
4	Multi	10/08/20	10/08/20	KSN Today 2	CM	6-7am	---T---	:30	1	\$400.00	P3	1.50	NM	1	\$400.00
Channels : KSNC,KSNG,KSNN,KSNNW															
KSN Today 2															
Kansas Today 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

Wichita KS KSNW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	---T---		1				\$400.00		1.50			
5	Multi	09/30/20	09/30/20	Today Show 7-8am	CM	7-8am	--W----	:30	1	\$700.00	P3	2.20	NM	1	\$700.00
				Channels : KSNC,KSNG,KSNL,KSNW											
				Today Show 7-8am											
				Today Show (7-8am)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/28/20	10/04/20	--W----		1				\$700.00		2.20			
6	Multi	10/08/20	10/08/20	Today Show 7-8am	CM	7-8am	---T---	:30	1	\$700.00	P3	2.20	NM	1	\$700.00
				Channels : KSNC,KSNG,KSNL,KSNW											
				Today Show 7-8am											
				Today Show (7-8am)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	---T---		1				\$700.00		2.20			
7	Multi	09/29/20	09/29/20	KSN News at Six	CM	6-630p	-T-----	:30	1	\$1,500.00	P3	6.50	NM	1	\$1,500.00
				Channels : KSNC,KSNG,KSNL,KSNW											
				KSN News at Six											
				KSN News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/28/20	10/04/20	-T-----		1				\$1,500.00		6.50			
8	Multi	09/30/20	09/30/20	KSN News at Six	CM	6-630p	--W----	:30	1	\$1,500.00	P3	6.50	NM	1	\$1,500.00
				Channels : KSNC,KSNG,KSNL,KSNW											
				KSN News at Six											
				KSN News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/28/20	10/04/20	--W----		1				\$1,500.00		6.50			
9	Multi	10/07/20	10/07/20	KSN News at Six	CM	6-630p	--W----	:30	1	\$1,500.00	P3	6.50	NM	1	\$1,500.00
				Channels : KSNC,KSNG,KSNL,KSNW											
				KSN News at Six											
				KSN News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	--W----		1				\$1,500.00		6.50			
10	Multi	10/08/20	10/08/20	KSN News at Six	CM	6-630p	---T---	:30	1	\$1,500.00	P3	6.50	NM	1	\$1,500.00
				Channels : KSNC,KSNG,KSNL,KSNW											
				KSN News at Six											
				KSN News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	---T---		1				\$1,500.00		6.50			
11	Multi	09/29/20	09/29/20	LN M-F	CM	10-10:35pm	-T-----	:30	1	\$1,500.00	P3	3.50	NM	1	\$1,500.00
				Channels : KSNC,KSNG,KSNL,KSNW											
				KSN News at Ten Mon-Fri											
				KSN News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/28/20	10/04/20	-T-----		1				\$1,500.00		3.50			
12	Multi	10/07/20	10/07/20	LN M-F	CM	10-10:35pm	--W----	:30	1	\$1,500.00	P3	3.50	NM	1	\$1,500.00
				Channels : KSNC,KSNG,KSNL,KSNW											
				KSN News at Ten Mon-Fri											
				KSN News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	--W----		1				\$1,500.00		3.50			
13	Multi	09/29/20	09/29/20	Presidential Debate	CM	Presidential Debat-	T-----	:30	1	\$3,000.00	P3	5.10	NM	1	\$3,000.00
				Channels : KSNC,KSNG,KSNL,KSNW											
				Presidential Debate											
				First Presidential Debate/Analysis											
				[Estimate is based on the 5.7 average NTI hh rtg for the Presidential debates in 2016 on NBC adjusted to the Oct'19 late news delivery on KS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/28/20	10/04/20	-T-----		1				\$3,000.00		5.10			
N 14	Multi	10/07/20	10/07/20	Vice Presidential Debate	CM	Vice Presidential C-	--W----	:30	1	\$3,000.00	P3	3.90	NM	0	\$0.00
				Channels : KSNC,KSNG,KSNL,KSNW											
				Vice Presidential Debate											
				Vice Presidential Debate/Analysis											
				[Estimate is based on the 4.4 NTI hh rtg for the Vice Presidential deb ate in 2016 on NBC adjusted to the Oct'19 late news delivery											

Order / Rev: A2683949
 Alt Order #: 27102650
 Flight Dates: 09/28/20 - 10/18/20

Advertiser: POL/Kansas Values Institute PAC
 Product Desc: ISSUE
 Estimate: 2463

Wichita KS KSNW


Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
on KSNW+]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/05/20	10/11/20	--W----		1			\$3,000.00		3.90				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	Multi	10/05/20-10/11/20		Vice Presidential Debate		Vice Presidential I	--W-----	:30		(\$3,000.00)		3.90	NM		
Credited															
N15	Multi	10/12/20	10/12/20	KSN News at Six	CM	6-630p	M-----	:30	1	\$1,500.00	P3	6.50	NM	1	\$1,500.00
				Channels : KSNL,KSNG,KSNL,KSNW											
				KSN News at Six											
				KSN News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/12/20	10/18/20	M-----		1			\$1,500.00		6.50				
N16	Multi	10/12/20	10/12/20	LN M-F	CM	10-10:35pm	M-----	:30	1	\$1,500.00	P3	3.50	NM	1	\$1,500.00
				Channels : KSNL,KSNG,KSNL,KSNW											
				KSN News at Ten Mon-Fri											
				KSN News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/12/20	10/18/20	M-----		1			\$1,500.00		3.50				
													Totals	15	\$18,000.00



125 West 55th St
New York, NY 10019

Contract # 27102650	Changes as of: 10/8/2020 at 3:55 PM	Version: Highlighting Makegood 1	Status: Accepted
CPE: 318/305/2463	Flight: 9/28/20 - 10/18/20	Station: KSNW	Con Type: POLITICAL/VOTE
Agency: HULSEN MEDIA SERVICE 2400 Laramie Trail Austin, TX 78745	Advertiser: KANSAS VALUES INSTITUTE	Market: Wichita	Total \$: \$18,000.00
Product: ISSUE	Office: WASHINGTON	Total Spots: 15	
Agency Order #: 9991894	Service: Nielsen	Total CPP: \$307.69	
Buyer: Solmundson, Jeff	Primary Demo: Adults 35+	Total GRP: 58.5	
Salesperson: KELLY JOHNS 202-872-5880	Assistant: KELLY JOHNS 202-872-5880	Traffic #: A2683949	
Separation:			

Comments: Flight dates 9/29-10/12

#	Day/Time	DP	Program	Rate	A35P Rating	Len	9/28 - 10/10													
							9/28	9/29	9/30	10/1	10/2	10/3	10/4	10/5	10/6	10/7	10/8	10/9		10/10
MSD 6	W 8p-10p		Vice Presidential Debate/Analysis	\$3,000.00	3.9	30	0	0	0	0	0	0	0	0	0	1	0	0	0	
[Estimate is based on the 4.4 NTI hh rtg for the Vice Presidential debate in 2016 on NBC adjusted to the Oct'19 late news delivery on KSNW+]																				
MGD 7	M-F 6p-6:30p		KSN News	\$1,500.00	6.5	30	0	0	0	0	0	0	0	0	0	0	0	0	0	
MGD 8	M-F 10p-10:35p		KSN News	\$1,500.00	3.5	30	0	0	0	0	0	0	0	0	0	0	0	0	0	
TOTALS:							0	4	3	0	0	0	0	0	0	3	3	0	0	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/11 - 10/18								Total Spots	Total \$	CPP*	GRP*
							10/11	10/12	10/13	10/14	10/15	10/16	10/17	10/18				
MSD 6	W 8p-10p		Vice Presidential Debate/Analysis	\$3,000.00	3.9	30	0	0	0	0	0	0	0	0	0	\$0.00	\$769.23	0.0
MGD 7	M-F 6p-6:30p		KSN News	\$1,500.00	6.5	30	0	1	0	0	0	0	0	0	1	\$1,500.00	\$230.77	6.5
MGD 8	M-F 10p-10:35p		KSN News	\$1,500.00	3.5	30	0	1	0	0	0	0	0	0	1	\$1,500.00	\$428.57	3.5
TOTALS:							0	2	0	0	0	0	0	0	15	\$18,000.00	\$307.69	58.5

Makegood Comments			
Date/Time	Action	Added by	Comment
10/08/20 3:55 PM	Sent To Rep	Patty Sparkman	Missed due to Network break skipped. Plesae accept MG offer per email 10/8